

Rep Order# 9788063 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 08/10/2012 10:19 AM
Last Received: 08/10/2012 10:18 AM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product RNC-ROMNEY 60S
Estimate# 321
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //321
Flight Dates 08/11/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

8/10 V.3
SEE LN 8: MKGD FOR SPOTS MISSED ON LN #5:8/11(1/WK)
MKGD FOR SPOTS MISSED ON LN #6:8/12(1/WK)
PLS CF.SHANNAN FOR ALEX

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*5	SA	6P-630P	NEWS [MADE-GOOD BY LINE(S) 8] V3 Effective Dates Changed	:60	\$800.00	08/11-08/11	0	0	0	\$0.00	
	*8	SA-SU	2P-7P	ROT Sales Remark: V3 MG FOR LN 5/6 [MKGD FOR SPOTS MISSED ON LN #5: 8/11(1/WK), MKGD FOR SPOTS MISSED ON LN #6: 8/12(1/WK)] V3 Added	:60	\$1,000.00	08/11-08/12	2	1	2	\$2,000.00	
	*6	SU	630P-7P	NEWS [MADE-GOOD BY LINE(S) 8] V3 Effective Dates Changed	:60	\$1,200.00	08/12-08/12	0	0	0	\$0.00	

---REPORT TOTALS---

Report Totals: 2 / \$2,000.00

---SALES MONTHLY TOTALS---

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Aug 12: 9 / \$26,200.00
Sales Totals: 9 / \$26,200.00
Station Totals: 9 / \$26,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$53,101	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	21%
		WKRC	49%	WLWT	18%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

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***** Contract Coversheet *****

8/10 V.3

SEE LN 8: MKGD FOR SPOTS MISSED ON LN #5:8/11(1/WK)

MKGD FOR SPOTS MISSED ON LN #6:8/12(1/WK)

PLS CF.SHANNAN FOR ALEX

Rep Order# 9788063 Ver# 2 Status Returned
EC'd No

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Last Received: 08/09/2012 5:52 PM
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--- REMARKS ---

pls see lines 5 & 6 mg for this weekend
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*5	SA	6P-630P	NEWS	:60	\$800.00	08/11-08/11	1	1	1	\$800.00	
			Station Remark:	V2 no news due to golf. combo w/line 6 for sat/sun 8/11 & 8/12 2-7p 2x @ 1,000. each								
	*6	SU	630P-7P	NEWS	:60	\$1,200.00	08/12-08/12	1	1	1	\$1,200.00	
			Station Remark:	V2 now news on sun. combo w/line 5 mg sat/sun 8/11-8/12 2-7p 2x @ 1,000. each								

---REPORT TOTALS---

Report Totals: 2 / \$2,000.00

---SALES MONTHLY TOTALS---

Aug 12: 9 / \$26,200.00
Sales Totals: 9 / \$26,200.00
Station Totals: 9 / \$26,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$53,101	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 21%
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WKRC	49%	WLWT	18%	WSTR	0%	WXIX	10%
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Books null
Demos RA35+

Rep Order# 9788063 Ver# 1 Status New
EC'd No

Traffic Order#

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----		---	---	---	---	---	---	---	---
	1	M-TU	430P-5P	NEWS	P2	:60	\$2,200.00	08/13-08/14	1	1	1	\$2,200.00	
	2	M-TU	5P-530P	NEWS	P2	:60	\$2,400.00	08/13-08/14	1	1	1	\$2,400.00	
	3	M-TU	530P-6P	NEWS	P2	:60	\$2,800.00	08/13-08/14	2	1	2	\$5,600.00	
	4	M-TU	6P-630P	NEWS	P2	:60	\$3,000.00	08/13-08/14	2	1	2	\$6,000.00	
	5	SA	6P-630P	NEWS		:60	\$800.00	08/11-08/11	1	1	1	\$800.00	
	6	SU	630P-7P	NEWS		:60	\$1,200.00	08/12-08/12	1	1	1	\$1,200.00	
	7	SU	7P-8P	60 MIN	P2	:60	\$8,000.00	08/12-08/12	1	1	1	\$8,000.00	

---REPORT TOTALS---

Report Totals: 9 / \$26,200.00

---SALES MONTHLY TOTALS---

Aug 12: 9 / \$26,200.00

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		WKRC	49%	WLWT	18%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

Spot Manager: All, 08/11/12-08/14/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Republican National Committee Romney												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 48566												
Line: 1												
08/14/12	Tuesday		1:00	\$2,200.00		4p Local 12 News at Four	(4:30:00 PM-5:00:00 PM)	RNC-ROMNEY 60S	321	P-2	1	MWAS
											1	
Line: 2												
08/14/12	Tuesday		1:00	\$2,400.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	RNC-ROMNEY 60S	321	P-2	1	MWAS
											1	
Line: 3												
08/13/12	Monday	5:34:25 PM	1:00	\$2,800.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	RNC-ROMNEY 60S	321	P-2	2	MWAS
08/14/12	Tuesday		1:00	\$2,800.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	RNC-ROMNEY 60S	321	P-2	1	MWAS
											2	
Line: 4												
08/13/12	Monday	6:20:17 PM	1:00	\$3,000.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RNC-ROMNEY 60S	321	P-2	1	MWAS
08/14/12	Tuesday		1:00	\$3,000.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RNC-ROMNEY 60S	321	P-2	2	MWAS
											2	
Line: 7												
08/12/12	Sunday	7:19:17 PM	1:00	\$8,000.00		Sun Reg 1	7:00 PM-8:00 PM	RNC-ROMNEY 60S	321	P-2	1	MWAS
											1	
Line: 8												
08/11/12	Saturday	3:23:56 PM	1:00	\$1,000.00		PGA	2:00 PM-7:00 PM	RNC-ROMNEY 60S	321	P-3	1	MWAS
08/12/12	Sunday	6:57:26 PM	1:00	\$1,000.00		PGA	2:00 PM-7:00 PM	RNC-ROMNEY 60S	321	P-3	2	MWAS
											2	
											9	
											9	
											9	
											9	
											9	
											9	

[Filtered by:] [Sorted by: Station]